

ABSTRACT OF THE DISCLOSURE

A golf club display rack is provided for supporting and displaying golf clubs in a sales environment or the like. The display rack includes at least one platform mounted on a frame in spaced relation above a floor surface, wherein the platform has a plurality of upwardly open club ports formed therein. A support collar, which may include a security tag, is snugly mounted onto the elongated shaft of a golf club. This support collar has a size and shape for sliding seated reception into a selected club port to retain the golf club in a predetermined position, such as an inverted orientation with a head of the golf club spaced a selected distance above the platform. In the preferred form, the support collar includes a key for seating within a keyway lining the selected club port, to prevent relative rotation between the golf club and the platform.